

ORDER

KSNV

Orders

Order / Rev: **101891**
 Alt Order #: 06815349
 Product Desc: OCEGUERA 4 CONGRESS
 Estimate: 1187
 Flight Dates: 10/16/12 - 10/22/12
 Original Date / Rev: 05/21/12 / 10/23/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: **GMMB, Inc./ Washington D.C.**
 Buying Contact:
 Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: **Oceguera for Congress**
 Demographic: A35+
 Product Codes: PLC02
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
 Order Separation: 00:05:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	34	\$29,065.00	\$24,705.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	34	\$29,065.00	\$24,705.25	0.00
Totals	34	\$29,065.00	\$24,705.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	20%	\$29,065.00
Market	100%	\$145,325.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$37,784.50
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$30,518.25
KTUD	1%	\$1,453.25
KVVU	22%	\$31,971.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$14,532.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/22/12	M-F 5-6a WakeUp w/WagM	5-6a		M-WTF--	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/16/12		10/16/12	10/22/12	MTWTF--	4		\$450.00		0.00						

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/22/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-WTF--	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	4		\$450.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	KSNV	10/16/12-10/22/12		M-F 5-6a WakeUp w/Wagner	5-6a		MTWThF----	:30	(\$450.00)	0.00	NM				
See MG 1.5, 1.6, 1.7															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	10/16/12-10/22/12		M-F 5-6a WakeUp w/Wagner	5-6a		MTWThF----	:30	(\$450.00)	0.00	NM				
See MG 1.5, 1.6, 1.7															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
4	KSNV	10/16/12-10/22/12		M-F 5-6a WakeUp w/Wagner	5-6a		MTWThF----	:30	(\$450.00)	0.00	NM				
See MG 1.5, 1.6, 1.7															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
5	KSNV	10/17/12-10/22/12		M-F 5-6a WakeUp w/Wagner	5-6a		M-WThF----	:30	\$450.00	0.00	NM				
Ⓜ MG for 1.3, 1.2, 1.4															
[Revised rate to reinstate]															
6	KSNV	10/17/12-10/22/12		M-F 5-6a WakeUp w/Wagner	5-6a		M-WThF----	:30	\$450.00	0.00	NM				
Ⓜ MG for 1.3, 1.2, 1.4															
[Revised rate to reinstate]															
7	KSNV	10/17/12-10/22/12		M-F 5-6a WakeUp w/Wagner	5-6a		M-WThF----	:30	\$450.00	0.00	NM				
Ⓜ MG for 1.3, 1.2, 1.4															
[Revised rate to reinstate]															
E 2	KSNV	10/16/12	10/22/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	5	\$190.00	4	0.00	NM	1	\$190.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	1		\$190.00		0.00						
E 3	KSNV	10/16/12	10/22/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	5	\$300.00	3	0.00	NM	1	\$300.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	1		\$300.00		0.00						
E 4	KSNV	10/20/12	10/20/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$625.00		0.00						
E 5	KSNV	10/21/12	10/21/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
TODAY ON SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$750.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	10/15/12-10/21/12		Sunday Today	7a-8am		-----Su	:30	(\$750.00)	0.00	NM				
See MG 5.2															
[Below LUR]															
2	KSNV	10/21/12-10/21/12		Sunday Today	7a-8am		-----Su	:30	\$750.00	0.00	NM				
Ⓜ MG for 5.1 10/21															
[Revised rate to reinstate]															
E 11	KSNV	10/16/12	10/22/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	1	\$100.00	4	0.00	NM	1	\$100.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	1		\$100.00		0.00						
E 12	KSNV	10/16/12	10/22/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	1	\$200.00	3	0.00	NM	1	\$200.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	1		\$200.00		0.00						

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E 13	KSNV	10/16/12	10/22/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	2	\$300.00	3	0.00	NM	2	\$600.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			2		\$300.00		0.00				
E 14	KSNV	10/16/12	10/22/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	1	\$300.00	3	0.00	NM	1	\$300.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			1		\$300.00		0.00				
E 15	KSNV	10/16/12	10/22/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	5	\$450.00	3	0.00	NM	3	\$1,350.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			5		\$450.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSNV	10/16/12-10/22/12		M-F Early News		5-630p	MTWThF-----	:30		(\$450.00)		0.00	NM		
Credited [credit na]															
3	KSNV	10/16/12-10/22/12		M-F Early News		5-630p	MTWThF-----	:30		(\$450.00)		0.00	NM		
Credited [credit na]															
E 16	KSNV	10/16/12	10/22/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	2	\$450.00	3	0.00	NM	1	\$400.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			2		\$450.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSNV	10/16/12-10/22/12		M-F Jeopardy		630-7pm	MTWThF-----	:30		(\$350.00)		0.00	NM		
See MG 16.6,16.7 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	10/16/12-10/22/12		M-F Jeopardy		630-7pm	MTWThF-----	:30		(\$350.00)		0.00	NM		
See MG 16.6,16.7 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
5	KSNV	10/16/12-10/16/12		Jeopardy in PRIME		M-SA 8-11p / SU	-T-----	:30		\$400.00		0.00	NM		
Ⓜ MG for 16.1 10/16 [INV CODE]															
E 17	KSNV	10/16/12	10/22/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-WTF--	:30	4	\$1,300.00	1	0.00	NM	4	\$5,200.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	M-WTF--			4		\$1,300.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	KSNV	10/16/12	10/22/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-WTF--	:30	4	\$1,300.00	1	0.00	NM	4	\$5,200.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	M-WTF--			4		\$1,300.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/16/12-10/22/12	M-F Wheel			7-730pm	M-WThF----	:30		(\$1,300.00)		0.00	NM		
See MG 17.5, 17.6, 17.7 [Below LUR-LUR is \$260]															
2	KSNV	10/16/12-10/22/12	M-F Wheel			7-730pm	M-WThF----	:30		(\$1,300.00)		0.00	NM		
See MG 17.5, 17.6, 17.7 [Below LUR-LUR is \$260]															
3	KSNV	10/16/12-10/22/12	M-F Wheel			7-730pm	M-WThF----	:30		(\$1,300.00)		0.00	NM		
See MG 17.5, 17.6, 17.7 [Below LUR-LUR is \$260]															
5	KSNV	10/17/12-10/22/12	M-F Wheel			7-730pm	M-WThF----	:30		\$1,300.00		0.00	NM		
Ⓜ MG for 17.1, 17.3, 17.2 [Revised rate to reinstate]															
6	KSNV	10/17/12-10/22/12	M-F Wheel			7-730pm	M-WThF----	:30		\$1,300.00		0.00	NM		
Ⓜ MG for 17.1, 17.3, 17.2 [Revised rate to reinstate]															
7	KSNV	10/17/12-10/22/12	M-F Wheel			7-730pm	M-WThF----	:30		(\$1,300.00)		0.00	NM		
Ⓜ See MG 17.8 [pgm cgh = wheel in prime due to debate]															
8	KSNV	10/22/12-10/22/12	Wheel of Fortune in PRIME	M-SA 8-11p / SU			M-----	:30		\$1,300.00		0.00	NM		
Ⓜ MG for 17.7 10/22 [INV CODE]															
E 18	KSNV	10/20/12	10/20/12	Wknd Jeopardy SAT/Jeopardy	CM	630-7pm	-----S-	:30	1	\$525.00	1	0.00	NM	1	\$525.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			1		\$525.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/15/12-10/21/12	Wknd Jeopardy			630-7pm	-----Sa--	:30		(\$525.00)		0.00	NM		
See MG 18.2 [Below LUR-LUR is \$175]															
2	KSNV	10/20/12-10/20/12	Wknd Jeopardy			630-7pm	-----Sa--	:30		\$525.00		0.00	NM		
Ⓜ MG for 18.1 10/20 [Revised rate to reinstate]															
E 19	KSNV	10/20/12	10/20/12	Wknd Wheel of Fortune SAT/ Wheel of Fortune	CM	7-730pm	-----S-	:30	1	\$525.00	1	0.00	NM	1	\$525.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			1		\$525.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/15/12-10/21/12	Wknd Wheel of Fortune			7-730pm	-----Sa--	:30		(\$525.00)		0.00	NM		
See MG 19.2 [Below LUR-LUR is \$175]															
2	KSNV	10/20/12-10/20/12	Wknd Wheel of Fortune			7-730pm	-----Sa--	:30		\$525.00		0.00	NM		
Ⓜ MG for 19.1 10/20 [Revised rate to reinstate]															
E 22	KSNV	10/18/12	10/18/12	Thurs PR 9-10p Thursday Prime 9-10pm	CM	9-10pm	---T---	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
THE OFFICE/ UP ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---			1		\$3,200.00		0.00				

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E 22	KSNV	10/18/12	10/18/12	Thurs PR 9-10p Thursday Prime 9-10pm THE OFFICE/ UP ALL NIGHT	CM	9-10pm	---T---	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ---T--- 1 \$3,200.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KSNV 10/15/12-10/21/12 Thurs PR 9-10p 9-10pm ---Th----- :30(\$3,200.00) 0.00 NM See MG 22.2 [NOT AVAILABLE RATE] NOT AVAILABLE RATE 2 KSNV 10/18/12-10/18/12 Thurs PR 9-10p 9-10pm ---Th----- :30 \$3,200.00 0.00 NM Ⓜ MG for 22.1 10/18 [Revised rate to reinstate]															
E 23	KSNV	10/20/12	10/20/12	Sat PR 10-11p Saturday Prime 10-11pm LAW & ORDER: SVU	CM	10-11pm	-----S-	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S- 1 \$1,300.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KSNV 10/15/12-10/21/12 Sat PR 10-11p 10-11pm -----Sa-- :30(\$1,300.00) 0.00 NM See MG 23.2 [Below LUR] 2 KSNV 10/20/12-10/20/12 Sat PR 10-11p 10-11pm -----Sa-- :30 \$1,300.00 0.00 NM Ⓜ MG for 23.1 10/20 [Revised rate to reinstate]															
E 24	KSNV	10/21/12	10/21/12	Sun PR 10-11p Sunday Prim 10-11pm LAW & ORDER AFTER NFL	CM	10-11pm	-----S	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S 1 \$1,200.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KSNV 10/15/12-10/21/12 Sun PR 10-11p 10-11pm -----Su :30(\$1,200.00) 0.00 NM See MG 24.2 [Below LUR] 2 KSNV 10/21/12-10/21/12 Sun PR 10-11p 10-11pm -----Su :30 \$1,200.00 0.00 NM Ⓜ MG for 24.1 10/21 [Revised rate to reinstate]															
E 25	KSNV	10/16/12	10/22/12	M-F News 3 at Eleven M-F News 3 at Eleven NEWS 3 NIGHTSIDE	CM	11pm-1135pm	MTWTF--	:30	4	\$1,200.00	1	0.00	NM	4	\$4,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/16/12 10/22/12 MTWTF-- 4 \$1,200.00 0.00															
E 27	KSNV	10/21/12	10/21/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven NEWS 3 NIGHTSIDE	CM	11pm-1135pm	-----S	:30	1	\$400.00	3	0.00	NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S 1 \$400.00 0.00															
E 29	KSNV	10/20/12	10/20/12	Saturday Night Live Saturday Night Live SATURDAY NIGHT LIVE	CM	1130pm-1:02am	-----S-	:30	1	\$400.00	4	0.00	NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S- 1 \$400.00 0.00															
E 30	KSNV	10/21/12	10/21/12	NFL Football NFL Football SUN NT FB: PITT @ CIN	CM	1P-9PM	-----S	:30	1	\$4,000.00	4	0.00	NM	1	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S 1 \$4,000.00 0.00															
N 31	KSNV	10/18/12	10/22/12	FacetoFace/Ralston Rep FacetoFace/Ralston Report	CM	730-758pm	M--TF--	:30	1	\$900.00	1	0.00	NM	1	\$900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/16/12 10/22/12 M--TF-- 1 \$900.00 0.00															
													Totals	34	\$29,065.00